

## CLAIMS

What is claimed is:

1. A method of creating an e-mailable animation file, the method comprising:
  - a) providing a source video file having a plurality of video frames and an audio track having a plurality of audio segments;
  - b) selecting a plurality of key video frames from the video frames of the source video file;
  - c) selecting a plurality of key audio segments from the audio track of the source video file; and
  - d) synchronizing the key audio segments with the associated key video frames to produce an e-mailable animation file, the e-mailable animation file being configured to be included as a non-attached, non-executable file in an e-mail message such that the key video frames and associated audio segments play when the e-mail message is opened.
2. The method of Claim 1, wherein when the key video frames are played, the key video frames are displayed in a text viewing area of an e-mail user interface display.
3. The method of Claim 1, further comprising creating the e-mail message including the e-mailable animation file.
4. The method of Claim 3, further comprising transmitting the e-mail message including the e-mailable animation file.
5. The method of Claim 1, wherein step (a) further comprises compressing the source video file.

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6. The method of Claim 1, wherein the e-mailable animation file comprises a plurality of files.
7. The method of Claim 1, wherein the e-mailable animation file is an e-mailable advertisement file.
8. An e-mail message comprising:
  - a) a non-attached, non-executable, e-mailable animation file comprising:
    - i) a graphical component including a plurality of key video frames selected from a plurality of video frames of a source video file; and
    - ii) an audio component including a plurality of key audio segments selected the source video file, the key audio segments being synchronized to the key video frames;wherein when the e-mail message including the e-mailable animation file is opened, the graphical component and the audio component are configured to play, the graphical component being displayed in a text viewing area of an e-mail user interface display and the audio component being played simultaneously with the display of the graphical component such that the key video frames are displayed simultaneously with associated key audio segments.
9. An e-mailable animation file created by the method of:
  - a) providing a source video file having a plurality of video frames and an audio track having a plurality of audio segments;
  - b) selecting a plurality of key video frames from the video frames of the source video file;

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- c) selecting a plurality of key audio segments from the audio track of the source video file; and
  - d) synchronizing the key audio segments with the associated key video frames to produce an e-mailable animation file, the e-mailable animation file being configured to be included as a non-attached, non-executable file in an e-mail message such that the key video frames and associated audio segments play when the e-mail message is opened.
10. The method of Claim 9, wherein when the key video frames are played, the key video frames are displayed in a text viewing area of an e-mail user interface display.
11. A method of creating an e-mailable animation advertisement file, the method comprising:
- a) providing a source video advertisement file having a plurality of video frames and an audio track having a plurality of audio segments;
  - b) selecting a plurality of key video frames from the video frames of the source video advertisement file;
  - c) selecting a plurality of key audio segments from the audio track of the source video advertisement file; and
  - d) synchronizing the key audio segments with the associated key video frames to produce an e-mailable animation advertisement file, the e-mailable animation advertisement file being configured to be included as a non-attached, non-executable file in an e-mail message such that the key video frames and associated audio segments play when the e-mail message is opened.

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12. The method of Claim 11, wherein when the key video frames are played, the key video frames are displayed in a text viewing area of an e-mail user interface display.
13. The method of Claim 11, further comprising creating the e-mail message including the e-mailable animation advertisement file.
14. The method of Claim 13, further comprising transmitting the e-mail message including the e-mailable animation advertisement file.
15. The method of Claim 11, wherein step (a) further comprises compressing the source video advertisement file.
16. The method of Claim 11, wherein the e-mailable animation advertisement file comprises a plurality of files.
17. An e-mail advertisement message comprising:
  - a) a non-attached, non-executable, e-mailable animation advertisement file comprising:
    - i) a graphical component including a plurality of key video frames selected from a plurality of video frames of a source video advertisement file; and
    - ii) an audio component including a plurality of key audio segments selected the source video advertisement file, the key audio segments being synchronized to the key video frames;wherein when the e-mail message including the e-mailable animation advertisement file is opened,

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the graphical component and the audio component are configured to play, the graphical component being displayed in a text viewing area of an e-mail user interface display and the audio component being played simultaneously with the display of the graphical component such that the key video frames are displayed simultaneously with associated key audio segments.

18. An e-mailable animation advertisement file created by the method of:
  - a) providing a source video advertisement file having a plurality of video frames and an audio track having a plurality of audio segments;
  - b) selecting a plurality of key video frames from the video frames of the source video advertisement file;
  - c) selecting a plurality of key audio segments from the audio track of the source video advertisement file; and
  - d) synchronizing the key audio segments with the associated key video frames to produce an e-mailable animation advertisement file, the e-mailable animation advertisement file being configured to be included as a non-attached, non-executable file in an e-mail message such that the key video frames and associated audio segments play when the e-mail message is opened.